



DiversityInc

BENCHMARKING

*Find out where you are,
where you need to go—
and how to get there*

DiversityInc's benchmarking service is the most utilized diversity benchmarking service in the country. We have more than 70 active benchmarking customers and have been doing this for seven years.

The entire process is based on the data we collect and the methodology we use in [The DiversityInc Top 50 Companies for Diversity](#) competition.

In 2011, the DiversityInc Top 50 had 535 participants, up 19 percent from the previous year.

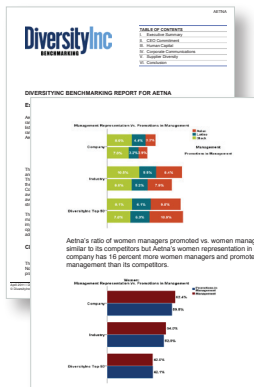
Our competition is editorially driven, and results are completely independent of business conducted with DiversityInc.

Our benchmarking process, reports, presentations and advice produce results:

- ➔ 28 companies moved up the DiversityInc Top 50 list this year; 21 were benchmarking customers
- ➔ 13 companies made the list for the first time; 9 were benchmarking customers
- ➔ In-depth, current comparative analysis of diversity-management initiatives and results based on DiversityInc Top 50 database of hundreds of companies across several industries

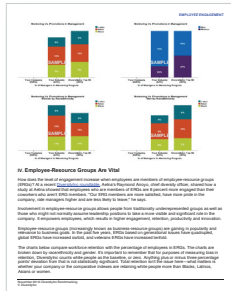
WHAT YOU GET

ANALYTIC REPORT



- ➔ In-person debrief from CEO Luke Visconti or Senior Vice President and Executive Editor Barbara Frankel and an analytic [written report](#) highlighting competitive strengths and opportunities
- ➔ One-year access to our benchmarking staff
- ➔ Unlimited access to the living textbook on diversity management: www.DiversityIncBestPractices.com
- ➔ Six custom reports ([click here to see sample](#)) on the following topics:
 - Talent Development/Mentoring • Employee-Resource Groups
 - CEO Commitment • Diversity Councils • Recruitment/Hiring Gaps
 - Retention and Work/Life
- ➔ Access to our [live webinars](#) and to our library of past diversity-management webinars featuring presentations from DiversityInc Top 50 companies

SIX CUSTOM REPORTS



2012 DIVERSITYINC WEBINARS

Jan. 24	Diversity-Department Structure	June 19	DiversityInc Top 50 Best Practices
Feb. 28	Employee-Resource Groups	July 17	Talent Development
March 27	Innovation	Sept. 18	Mentoring
April 17	Recruitment/Hiring Gaps	Oct. 16	Diversity Councils
May 22	CEO Commitment	Nov. 20	Succession Planning

OUR STAFF



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WHAT OUR CLIENTS SAY



“DiversityInc’s benchmarking data is a valuable and very reliable resource that helps us calibrate our diversity strategy. The data is grounded in facts that help us allocate resources for continuous improvement.”

Dr. Rohini Anand, senior vice president and global chief diversity officer, Sodexo
(No. 2 in the 2011 DiversityInc Top 50)



“I’m very impressed with the support you and your team have been providing to us. The new tools and resources are great and the benchmarking service has proven to be a tremendous value.”

Lorie Valle-Yañez, vice president, diversity & inclusion, MassMutual
(one of DiversityInc’s 25 Noteworthy Companies in 2011)

FREQUENTLY ASKED QUESTIONS

Will this give us a business case for diversity?

We will benchmark you against companies in your industry, as well as companies that overall have best practices in the areas you are weakest in. We will show you correlations between best practices and improving talent development, reducing turnover and increasing engagement. All of these things save money and improve human-capital results. It’s logical to connect improved employee relations to improved customer relations, but you can document a business case for diversity simply by measur-

ing regrettable loss by race and gender. We’ll give you the comparative information you need to convince top management.

What are the deliverables?

You will receive a benchmarking report, an in-person debrief, six topical reports during the year, employee access to www.DiversityIncBestPractices.com, seats to our 10 webinars (and access to our webinar library) and the ability to ask our staff questions.

Is DiversityInc pay-to-play?

No, it costs nothing to participate in the DiversityInc

Top 50, and companies do not have to do business with us in order to be ranked. A few companies on our list, including mainstays on our list such as SC Johnson and General Mills, do no significant business with us. Benchmarking is the quickest and least expensive way to get the information you need to be competitive. However, it’s “on you” to execute your plan and achieve the results.

Why should I benchmark every year?

This is a rapidly moving subject; just this year we had a

19 percent increase in companies participating, and the total points accumulated by the DiversityInc Top 50 increased three-fold over four years ago. The overwhelming majority of companies that rise on our list benchmark with us every year. They call us and email us with questions regularly. They also set goals by using our benchmarking report and special reports on Talent Development/Mentoring, Employee-Resource Groups, CEO Commitment, Diversity Councils, Recruitment/Hiring Gaps, and Retention and Work/Life.

PRICE \$65,000 for one year

FOR MORE INFORMATION, EMAIL benchmarking@DiversityInc.com